



# 2008 TV FACTS

## Advertising's #1 Information Resource

CAB's *2008 TV Facts* is an essential pocket-sized media planning tool that contains 120+ pages of essential data, graphs and charts highlighting the extraordinary growth and value of Cable in the changing TV landscape.

The *TV Facts* is a valuable resource for anyone involved in the evaluation, planning or buying of media. This concise reference guide is designed to help support sound advertising plans in an increasingly segmented and complex marketing environment, with all the important facts and charts at your fingertips, demonstrating Cable's key marketing advantages.

The *2008 TV Facts* reveals:

- wave two of "Which Screen" findings
- local cable posting guidelines
- how cable stacks up against the competition
- looking at ALL delivery systems
- DVR playback
- cable's reach dominance
- cable advertising revenues
- long-term TV household trends
- the natural filter of the upscale Cable universe

*TV Facts* graphically provides information necessary to make crucial sales points or address any of the objections that you may encounter when discussing cable advertising. Additionally, the *TV Facts* contains a directory of Ad-Supported Cable networks and contact information for each network.

## PLACE YOUR BULK ORDER NOW

To order, mail (with attention to Nancy Lagos) to CAB (830 Third Avenue, NY, NY 10022), email [nancyl@cabletvadbureau.com](mailto:nancyl@cabletvadbureau.com) or fax 212.832.3268.

## 2008 TV FACTS ORDER FORM

**CAB Member Prices:** (1-49): \$9.99 ea. (50-99): \$9.25 ea. (100-249): \$8.25 ea. (250+): \$7.25 ea.  
**Non-Member Price:** \$19.99 ea.

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Send form to: **Cabletelevision Advertising Bureau**, 830 Third Avenue, New York, NY 10022  
 Attention to Nancy Lagos (212) 508-1229 • (E) [nancyl@cabletvadbureau.com](mailto:nancyl@cabletvadbureau.com) • FAX 212-832-3268

### Please complete below:

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